

Message Text

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TO AMEMBASSY SINGAPORE

UNCLAS STATE 313308

E.O. 11652:N/A

TAGS: TAGS: BEXP: SN

SUBJECT:FY-1978 COUNTRY COMMERCIAL PROGRAM - SINGAPORE

REF: (A) SINGAPORE 2229; (B) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED BY POST IN RESPONSE TO STATE 054879 PER REFTEL (A) AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM.

2. WE JUDGE THAT THE PATTERN AND THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO MAXIMIZE THE EXPLOITATION OF MARKET OPPORTUNITIES ON BEHALF OF U.S. INDUSTRY. OF THE UNCLASSIFIED

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SIX TRADE CENTER EXHIBITIONS NOW SCHEDULED FOR FY-1978 ALL CORRESPOND WITH EITHER RECOMMENDED OR ALTERNATE CAMPAIGNS PER REFTEL (A).

3. EVENTS SCHEDULED ARE POLLUTION CONTROL EQUIPMENT, FOOD PROCESSING AND PACKAGING EQUIPMENT, METALWORKING

AND FINISHING, AUTOMATED BUSINESS AND BANKING EQUIPMENT,
SCIENTIFIC AND INDUSTRIAL LAB INSTRUMENTS, AND

COMMUNICATIONS EQUIPMENT. CORRESPONDING CAMPAIGNS ARE
THE SAME AS POST RECOMMENDATIONS WITH THE EXCEPTION AND
ADDITION OF SCIENTIFIC AND INDUSTRIAL LAB INSTRUMENTS.
SHOULD POST FEEL THAT THE ADDITION OF ONE CAMPAIGN OVER
THEIR SUGGESTED LEVEL OF FIVE WILL REDUCE THAT OVERALL
EFFECTIVENESS OF OUR TOTAL EFFORT PLEASE SO STATE IN
YOUR FINAL FY-1978 INPUT.

4. OIM CONCURS WITH RECOMMENDED NON-CAMPAIGN ACTIVITY
NUMBER TWO (TRADE MISSION). SINGAPORE STOP FOR AN
AUGUST PRINTING AND GRAPHICS ARTS TRADE MISSION IS
SCHEDULED. IF POST FEELS HIGHER PRIORITY WARRANTED
PLEASE RECOMMEND.

5. AGAIN IN THE FY-1978 CCP THE MAKE UP OF THE CAMPAIGNS
WILL FOLLOW THE ACTIVITIES OF OUR REGIONAL TRADE CENTER
IN SINGAPORE. WHILE THIS WOULD SEEM TO BE A LOGICAL
PLAN THE POST SHOULD FEEL FREE TO SUGGEST ADDITIONAL
CAMPAIGNS NOT RELATED TO TRADE CENTER ACTIVITIES.
SUGGESTIONS FOR OFFSITE EXHIBITIONS BOTH IN SINGAPORE
AND THE SURROUNDING REGION HAVE BEEN NOTED AND ARE
APPRECIATED. CONSIDERATION WILL BE GIVEN TO ALL SUCH
EVENTS WITHIN MANPOWER AND BUDGETARY LIMITATIONS.
ROBINSON

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